**QUICK CHEK FOOD STORES****FACSIMILE TRANSMITTAL SHEET**

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TOTAL PAGES - 2

DATE: August 8, 1996

TO: Nick Kuruc - RJR - 417-9076

FROM: Ginger Longo

CC: Phil Baseil, L. Boyer

I tried your voice mail again, both with and without the #, and it just says "good bye."

The reason I was trying to reach you is regarding the Courier billboards. Laura Boyer came to me with the problem that the artwork submitted showed three cartons which are exactly the same - Courier full flavor (red). (See attached) Were there not to be three different cartons? With only one brand, only one tar & nicotine statement is required and this leaves a large space, although Laura can re-organize the layout. One suggestion she made would be to use one larger carton illustration if only one flavor is to be used.

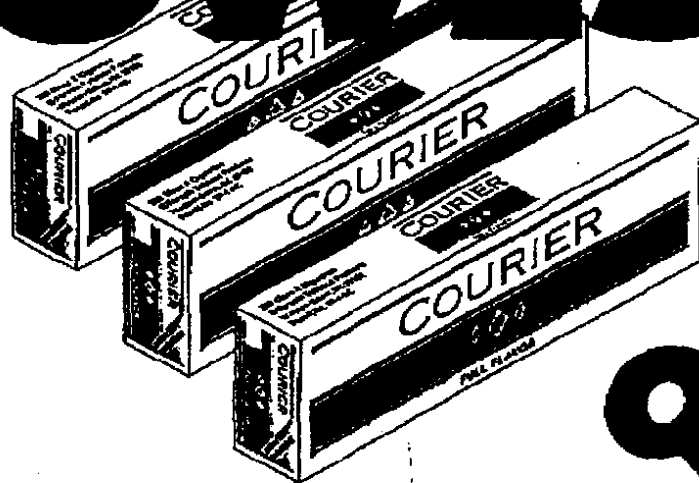
The basis question is: are the 3 cartons supposed to be the same or are 3 different styles of Courier to be represented? Laura was under the impression that the top three sellers (at QC) were to be represented.

If you get this by Friday, please call Laura at Ext. 117. Otherwise, we'll run it by Phil first thing on Monday.

Thanks

51847 1555

# LOWEST PRICE



ALLOWED BY LAW

**\$12<sup>56</sup>** Carton

**COURIER  
BRAND  
ONLY**

## QuickChek

FOOD STORES

14 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

**fpo SURGEON GENERAL WARNING: SMOKING CAUSES LUNG CANCER, HEART DISEASE, EMPHYSEMA.**